



Welcome to Recruitment: Attracting Successful VISTAs

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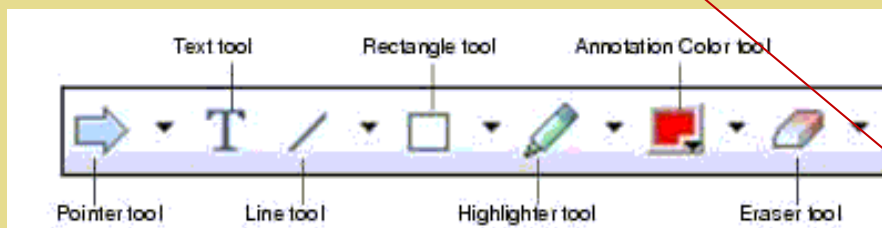
Welcome to Recruitment: Attracting Successful VISTAs



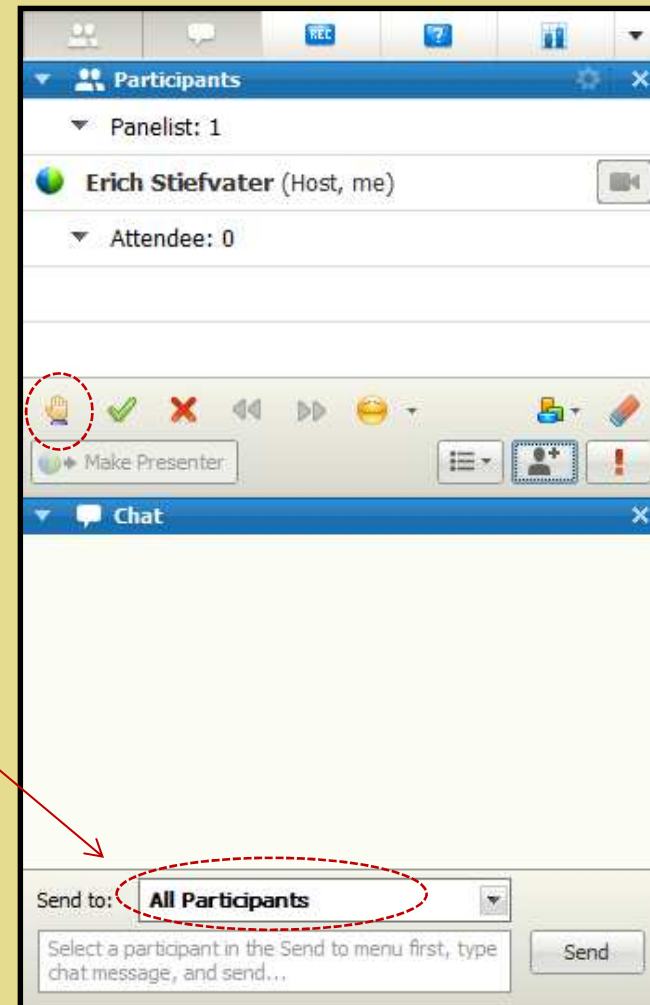
Tips for Participating



- Phones will be muted
- Ask questions by:
 - Raising your hand
 - Posting in chat
- Annotation tools



- Links and recording will be available after session





Webinar Team



**Amy
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Guest Speakers



**Yalitza
Negron**

Siena College
AmeriCorps
VISTA Fellows
Program



**Jenny
McArdle**

Michigan
Nonprofit
Association Civic
Engagement
AmeriCorps
VISTA Program



**Treci
Johnson**

Corporation for
National &
Community
Service
AmeriCorps
VISTA Program



Session Goals



By the end of the webinar you will be able to enhance your recruitment process by:

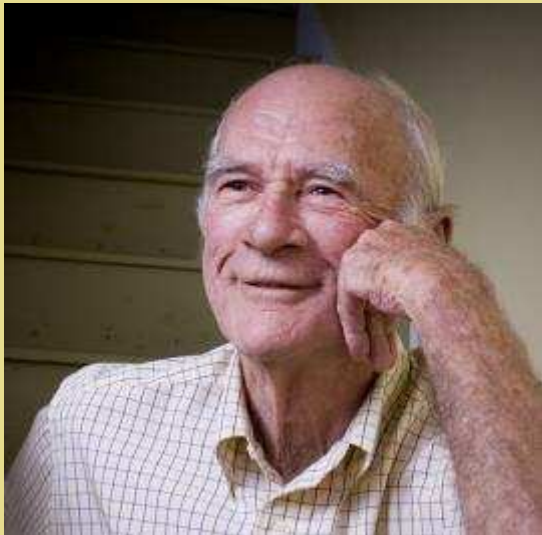
- Recognizing the interpersonal competencies that make a successful VISTA
- Using the VISTA Recruitment Cycle to create new tools and systems to facilitate and streamline the process
- Naming common challenges and solutions



Consider these two applicants...



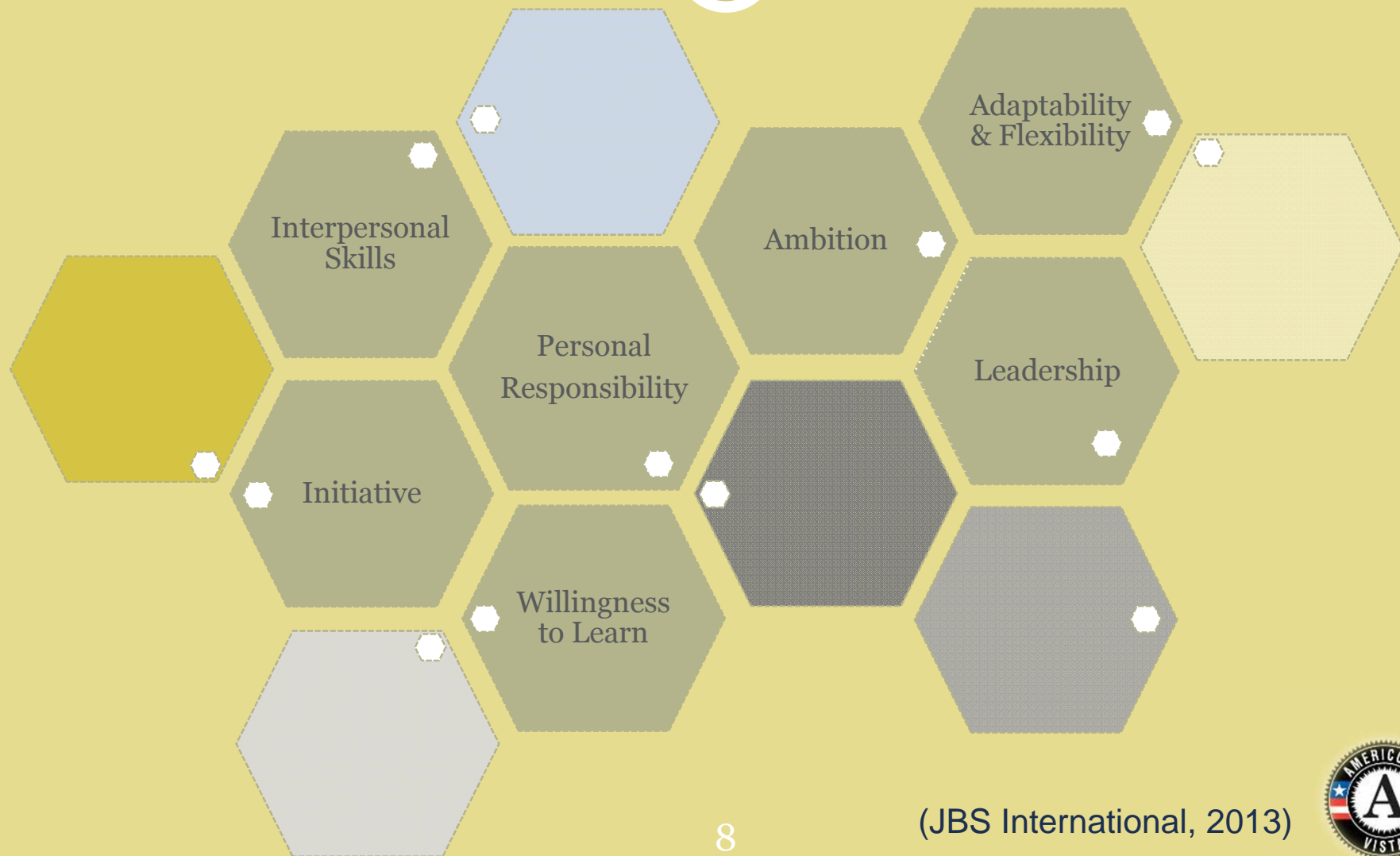
John



April



Personal Effectiveness Competencies



Top 5 Personal Competencies



Most often used personal competencies reported by VISTAs

95% Initiative: working independently

92% Personal responsibility

91% Interpersonal skills: communicating

88% Interpersonal skills: listening

85% Ambition



Personal Effectiveness Competencies



1. Interpersonal Skills

- Relating socially, working collaboratively
- Cultural competency
- Personal style of communication

2. Initiative

- Take initiative
- Set challenging goals
- Work independently

3. Personal Responsibility

- Honesty, integrity, follow through, self control, helpful, empathetic

4. Ambition

- Motivation & Perseverance

5. Adaptability & Flexibility

- Curiosity, willingness to explore new ideas & strategies
- Deal with ambiguity

6. Leadership

- Positive attitude, influence others to act, manage change

7. Willingness to Learn

- Demonstrate interest in ongoing learning, pursue lifelong learning



Applying the Personal Competencies



CHAT

Do certain competencies stand out for you?
Why?





Personal Competencies



**Yalitza
Negrón**

Siena College
AmeriCorps
VISTA Fellows
Program

Willingness
to Learn

Identify ideal competencies and skills that can be taught

Ambition

Be transparent with program requirements and expectations

“Everything You Need to Know Before Your Interview” Program Video

Personal
Responsibility

Ask behavioral questions





Personal Competencies



**Jenny
McArdle**

Michigan
Nonprofit
Association Civic
Engagement
AmeriCorps
VISTA Program

Interpersonal
Skills

Learn about
competencies from
references & interview

Initiative

Share supervision plan
with candidate

Adaptability
& Flexibility

Be honest and realistic
about program needs
and realities



In Summary



5

Ways to learn about Personal Competencies

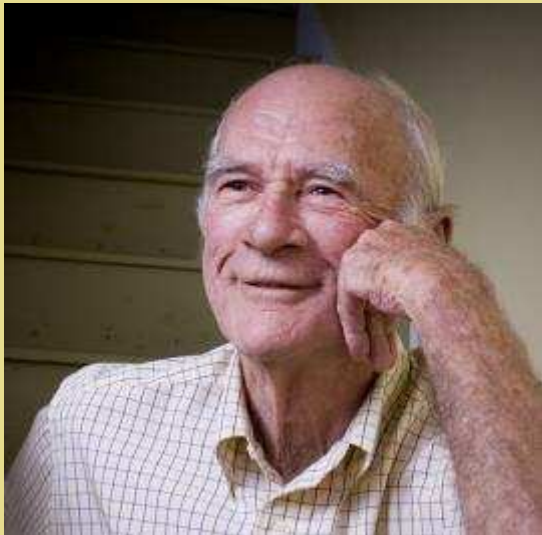
1. Behavior during application period
2. Quality of materials submitted
3. Responses to interview questions
4. Work & volunteer history
5. Personal references



Reconsider these two applicants...



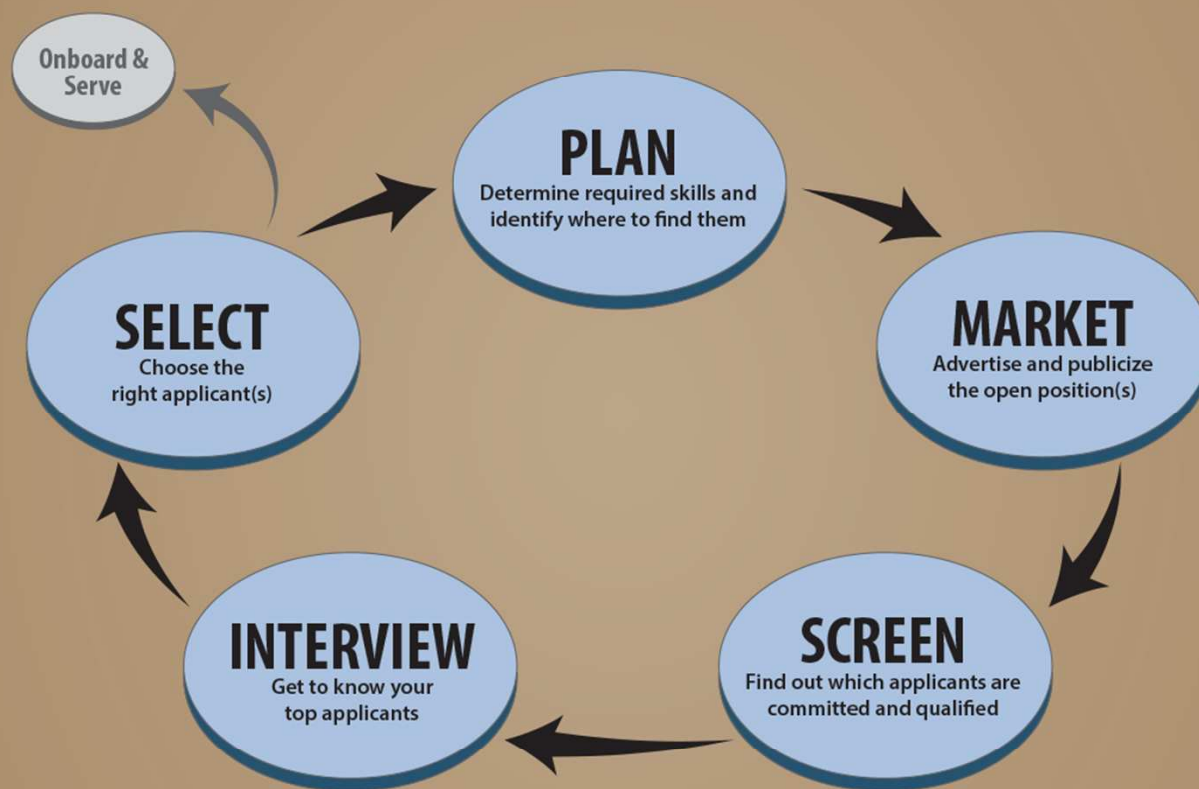
John



April



Stages of the AmeriCorps VISTA Recruitment Process



Developed by the Summer 2013 Recruitment Action Learning Challenge Team:

- Stanley Brajer, Kevin Gong, Andrea Grant, Regan Stark, and Sam Rigotti
- Coach: Kapila Wewegama





Recruitment Stages & Techniques



**Yalitza
Negron**

Siena College
AmeriCorps
VISTA Fellows
Program

PLAN

Time

MARKET

College Tour & Social
Media

SCREEN

Candidate Tracking
Database

Online Application
Material Collection

SELECT

Site Placement:
Speed Networking Interviews





Recruitment Stages & Techniques



**Jenny
McArdle**

Michigan
Nonprofit
Association Civic
Engagement
AmeriCorps
VISTA Program

PLAN

Work backwards & sketch
out a contingency plan
Create templates

MARKET

Sell the program

INTERVIEW

Ask VISTA-specific
questions

Include site supervisor(s)

SELECT

Be clear about next steps



Tools & Efficiencies



WHITEBOARD ACTIVITY

What is on your recruitment tool “wish list?”

OR

What is your most valuable recruitment
tool/process?



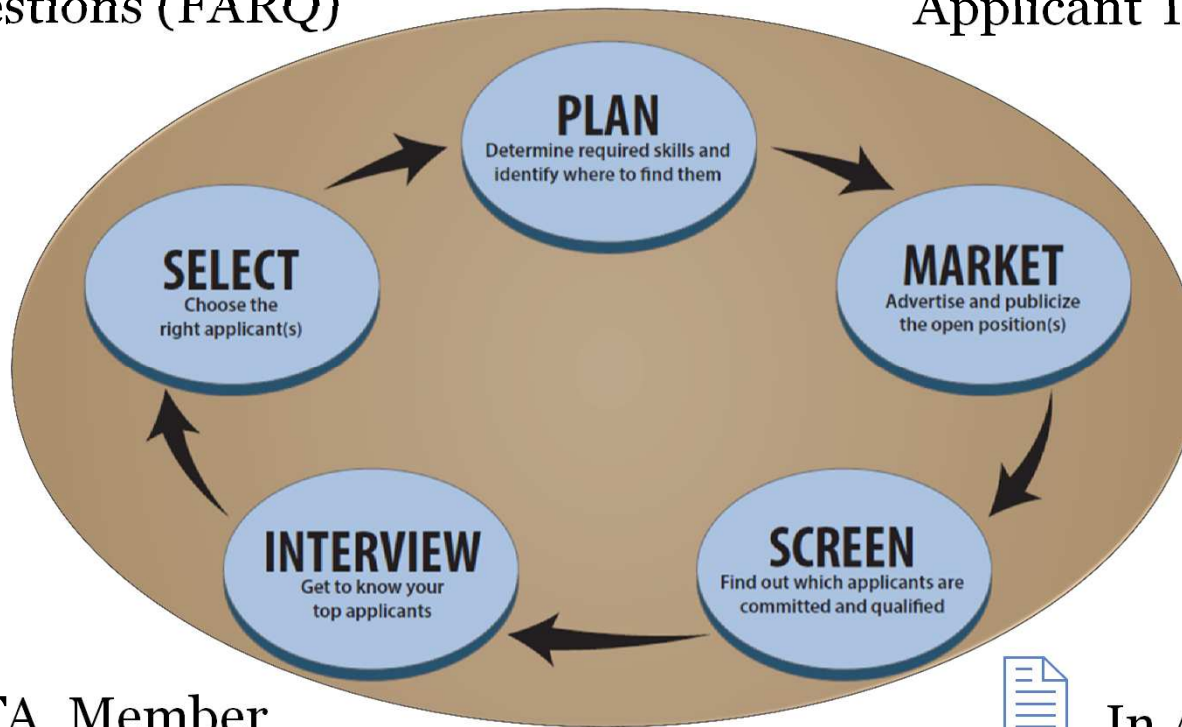
Action Learning Team Tools



Frequently Asked Recruitment Questions (FARQ)



AmeriCorps VISTA Applicant Tracking Tool



VISTA Member Recruitment Calendar



In A Snap Recruitment Guide





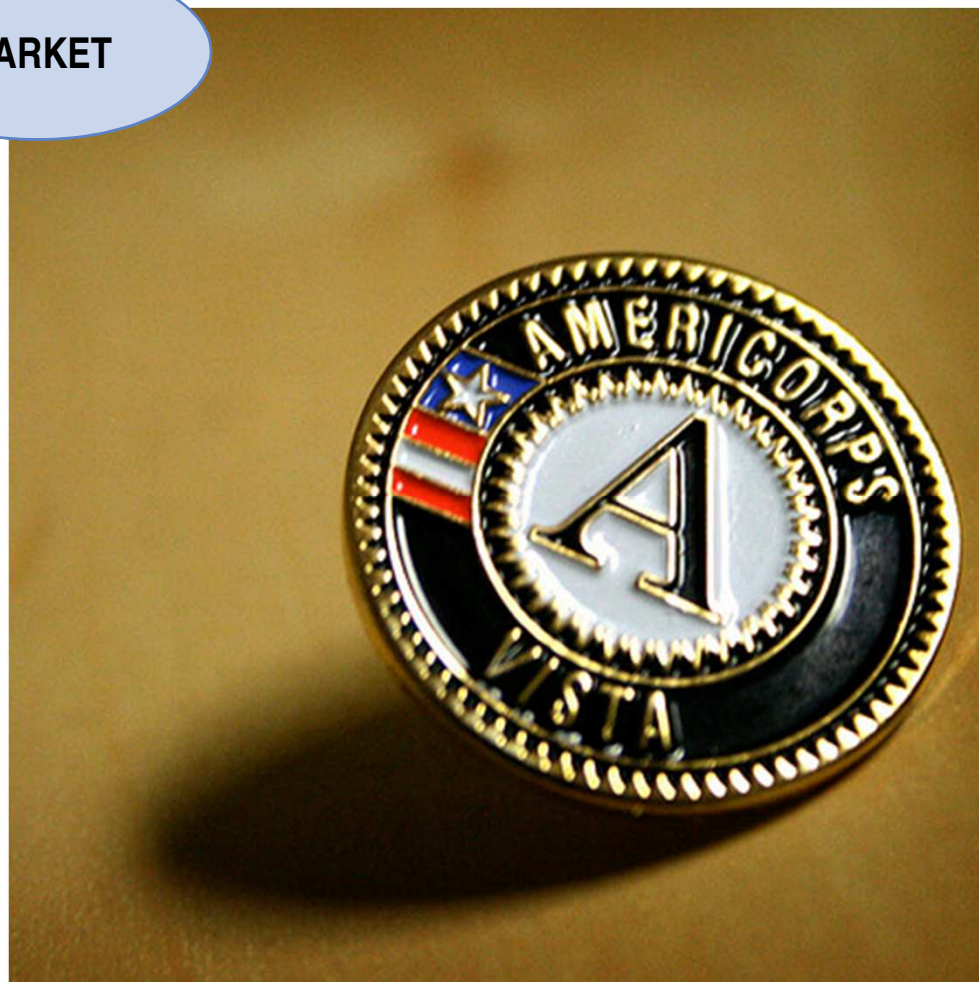
Marketing Resources



**Treci
Johnson**

Corporation for
National &
Community
Service
AmeriCorps
VISTA Program

MARKET



Co-branding



Example: FIRST

AmeriCorps VISTA Boilerplate Language

AmeriCorps VISTA is a program of the Corporation for National and Community Service, a federal agency that engages more than five million Americans in service through its AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund programs, and leads the President's national call to service initiative, United We Serve. With passion, commitment, and hard work, AmeriCorps VISTA members create or expand programs designed to bring individuals and communities out of poverty. For more information, visit NationalService.gov/vista.



AmeriCorps VISTA Marketing Resources



VISTA Branded Materials: posters, brochures

<https://pubs.nationalservice.gov> (order)

<http://www.nationalservicegear.org> (order)

<http://www.vistacampus.org/course/view.php?id=50&page=390>
(download)

Marketing and Media: logos, fact sheets, media guide

<http://www.nationalservice.gov/newsroom/marketing> (download)



Connect with us:



Challenges & Solutions



Challenges & Solutions



OPEN DISCUSSION

What is your biggest recruitment challenge?

What are some creative solutions?





Thank you!

Please complete evaluations

Join us for our next webinar

Tuesday, February 18, 2014

“Retention: Maximizing VISTA Success and Satisfaction
Throughout the Project Lifecycle”

